

FMCA
Your RVing Family



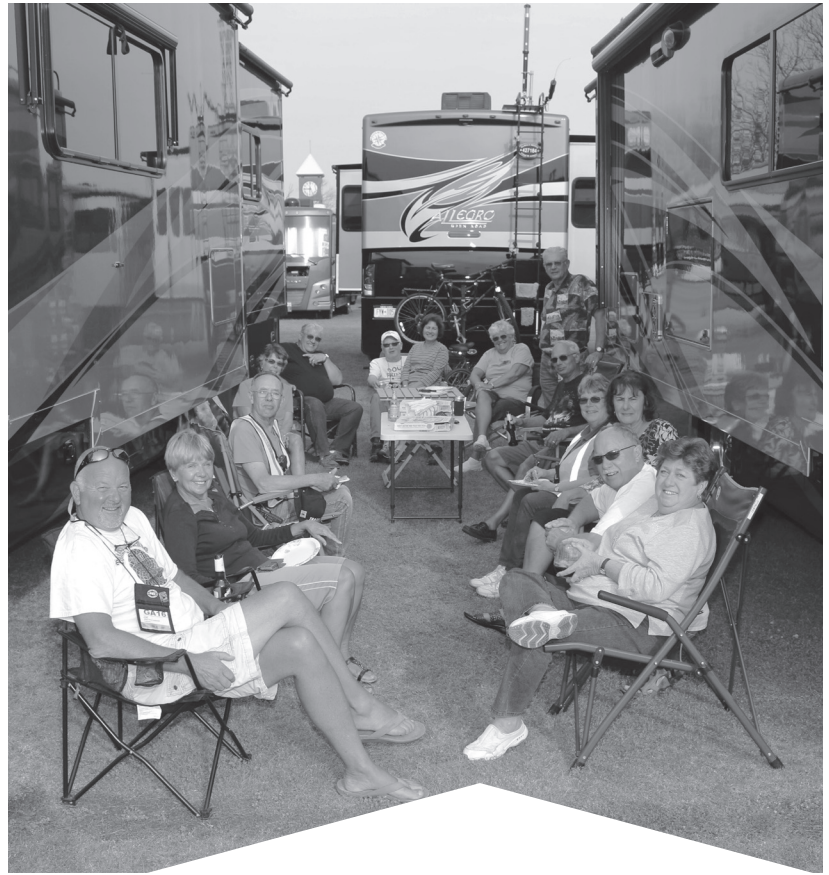
CHAPTER MEMBER
Recruitment Toolkit



Take Your FMCA Membership To The Next Level By Recruiting New Members!

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Introduction



Enclosed you will find information and instructions on how to use the services FMCA offers to assist in recruitment of new members for your chapter. If you have any questions, please contact the Chapter Services Department at 513-474-3622 or 800-543-3622.

Chapter membership has many advantages that we're sure you've experienced around the campfire with friends exchanging recipes, craft ideas, technical information, and stories about the big one that got away. Help new FMCA members take their membership to the next level by encouraging them to join your chapter.

The following services are available to assist you in increasing membership within your chapter.

- *Chapter recruitment benefit*
- *New member and /or past-due member monthly reports*
- *List of chapter rallies in the FMCA Events Calendar online*

Chapter Recruitment Benefit



Choose The Best Recruitment Option To Suit Your Chapter Needs!

Each chapter is entitled to a maximum of \$100 in recruitment funds per year. Below you will find three different options. Take advantage of **A**, **B**, or **C** one time per year.

A Recruitment E-mails - Chapters can send the FMCA National Office their own recruitment material or brochure, no more than three pieces front and back, which should be ready to copy. We will mail/email to the non-chapter members in the targeted area. Again, we will work with you to stay within the \$100 recruitment fund. See pages 3 for the details.

B Recruitment Advertising - Your chapter can place an ad in the local newspaper to invite interested RV owners to attend your rally or event, or you can develop a promotional piece such as a post card, and FMCA will reimburse your chapter up to \$100 for the advertising. More details are on page 3.

C Recruitment Brochure - FMCA has an invitation brochure already created and all you to do is fill in the informational blocks on page 4 and return it to the FMCA National Office. We'll create the brochure and mail/e-mail it to the non-chapter members in the targeted area. We will also work with you to stay within the \$100 recruitment funds. The process is easy; see page 4 and 5 for details.

Recruitment E-Mails & Advertising



Who do you want FMCA to send the email to on your chapter's behalf?

Choose the target area you would like to cover by state, zip code and/or RV brand.

Note the timeframe you want your email to be sent—before a rally, at the start of the spring camping season, etc.

When you're ready, send your materials to chapters@fmca.com.

Once we receive your information and materials we will coordinate setting up your email with FMCA's Marketing Team.

Please allow 2-4 weeks to process your recruitment effort.

OPTION A

Recruitment E-Mails

Compose your recruitment letter to be the body of the email, which may include such information as:

- Links to Your Chapter Website, Online Photo Albums, Social Media Accounts and/or Chapter Blog
- Upcoming Rallies
- Chapter Activities



OPTION B

Recruitment Advertising

Your chapter can place advertising in a local newspaper or develop a promotional piece to extend an invitation to attend a special recruitment meeting.

Here's what you need to do:

- 1 Place advertisement in a local paper.
- 2 Develop promotional piece, such as a postcard.
- 3 Send a copy of the advertisement along with a copy of your paid receipt to the FMCA National Office.
- 4 The National Office will send a check reimbursing the chapter for the cost, up to \$100.

Recruitment Brochure Samples

OPTION C

Recruitment Brochure

Use FMCA's brochure template for your chapter's recruiting purposes. We'll create it and mail/e-mail it to the non-chapter members in the targeted area. All you to do is complete the form on the opposite page and return it to the FMCA National Office.

UPCOMING EVENTS

Fill out your chapters next upcoming events



One of the best parts of FMCA is meeting other members along the way. And one of the best ways to meet members along the way is to join an FMCA Chapter. Find and connect with like-minded RVers who share your same interests, hobbies, and love for RVing. Who knows, maybe you're even from the same town!

ABOUT US

Example: The Big Sky Chapter of FMCA is a social chapter chartered in 1989 to provide Montana FMCA members an additional way to enjoy RVing. Those FMCA members from neighboring states and provinces who wish to join our chapter would also be welcome. We generally have rallies in June, July, August and September over a period of four days/three nights in an area where local events/celebrations/festivals are happening. We have great times, so come join the fun!



GROUP INTERESTS

- Lo officij iendam que laut autatentium re conserat hicis derfero vitate
- num ad most mi, qui omnimagnis as est facescit, inimpos dipitas
- cum delicab ium expersae et utemod quis sittiunt fuga. Sum ent repedit.
- voluptae ne nobisserem voluptur



FUN FACTS

- Lo officij iendam que laut autatentium re conserat hicis derfero vitatem volum
- num ad most mi, qui omnimagnis as est
- voluptae ne nobisserem voluptur
- Ate nustrum nist ulloressimi, nulparum

JOIN <CHAPTER NAME> TODAY!

Please complete the form if you are interested in being a chapter member.

- I am interested in being a member of the <INSERT CHAPTER NAME> chapter and would like to be contacted.
- I am interested in attending the rally being held <INSERT RALLY DATE>

I would prefer to be contacted by:

- Cell Phone
 Home Phone
 E-mail

FMCA MEMBERSHIP NUMBER

LAST NAME

FIRST NAME(S)

ADDRESS

CITY

STATE & ZIP/PROVINCE & POSTAL CODE

CELL PHONE

HOME PHONE

E-MAIL

Return completed form to:
Chapter Name
John Smith
123 Main Street
Anytown, USA 12345

CONTACT INFO

Fill out your chapters contact information

CHAPTER NAME

Invitation to join your groups chapter

GROUP INTERESTS

Provide a list of interests. (Space for 250 characters)



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I would prefer to be contacted by:

- Cell Phone
 Home Phone
 E-mail

FMCA MEMBERSHIP NUMBER

LAST NAME

FIRST NAME(S)

ADDRESS

CITY

STATE & ZIP/PROVINCE & POSTAL CODE

CELL PHONE

HOME PHONE

E-MAIL

Return completed form to:
Chapter Name
John Smith
123 Main Street
Anytown, USA 12345

FILLABLE FORM

Anyone can fill this form out to join your chapter

ABOUT US

Tell us about your chapter.

FUN FACTS

Does your chapter have any fun facts? List them here. (Space for 200 characters)

Recruitment Brochure

Recruitment Brochure Form

Chapter Name _____ Contact Name _____

Phone _____ E-mail _____

Target Area (Geographic and/or RV Brand) _____

Please use photo provided by: My Chapter FMCA

ABOUT US *(Space for 500 characters)*

GROUP INTERESTS *(Space for 250 characters)*

FUN FACTS *(Space for 200 characters)*

- _____
- _____
- _____
- _____

CONTACT INFO

UPCOMING EVENTS

1. _____
DATE

LOCATION (CAMPGROUND, CITY, STATE)

CONTACT NAME

CONTACT PHONE/E-MAIL

Reservations Required

2. _____
DATE

LOCATION (CAMPGROUND, CITY, STATE)

CONTACT NAME

CONTACT PHONE/E-MAIL

Reservations Required

3. _____
DATE

LOCATION (CAMPGROUND, CITY, STATE)

CONTACT NAME

CONTACT PHONE/E-MAIL

Reservations Required

3. _____
DATE

LOCATION (CAMPGROUND, CITY, STATE)

CONTACT NAME

CONTACT PHONE/E-MAIL

Reservations Required

Monthly New And Past Due Information

The Chapter Services Department can provide your chapter with a list of new members who have joined FMCA during the past month for the purpose of recruiting members to your chapter. The list will be provided to you by state, province, and/or RV type/brand. A sample of the new member report is on page 11. The past due member report provides you with a list of the members in your chapter who have not paid their FMCA dues. This gives you a chance to remind them that their dues have not been paid and that they must keep their FMCA dues current in order to maintain their chapter membership. A sample copy of the past due member report is located down below. If your chapter is not currently receiving this information to assist you in the recruitment and/or retention of chapter members, or if you have questions regarding this information, please contact the Chapter Services Department at 513-474-3622 or 800-543-3622.

New and Past Due Request Form

Chapter Name	Member Number
Name	E-mail
State(s) /Province(s)	RV Brand (If applicable)
New Member List Report	<input type="checkbox"/> PDF <input type="checkbox"/> Excel
Past-Due List Report	<input type="checkbox"/> PDF <input type="checkbox"/> Excel

NEW MEMBER REPORT					
Join Date	Member #	Member/Address	Phone	Email	RV
1/1/21	F000000	John Smith 11 Smith Rd. Smithville, FL 11111	111-111-1111	john.smith@johnsmith.com	Coach THOR
2/2/21	F999999	Jane Doe 222 doe Rd. Doeville, CA 22222	222-222-2222	jane.doe@janedoe.com	Towable 5th Wheel JAYCO

PAST DUE MEMBER REPORT					
Expiry Date	Member #	Member/Address	Phone	Email	Status
1/1/21	F000000	John Smith 11 Smith Rd. Smithville, FL 11111	111-111-1111	john.smith@johnsmith.com	Expired
2/2/21	F999999	Jane Doe 222 doe Rd. Doeville, CA 22222	222-222-2222	jane.doe@janedoe.com	Expired

*Table will be filled with member data on emailed chapter report.

“Special Interest” Form



To assist with the RV brand and hobby/interest areas, we have created a check list for you to indicate any special qualities your chapter has. Please complete and return to the Chapter Services Department. Please check all that apply.

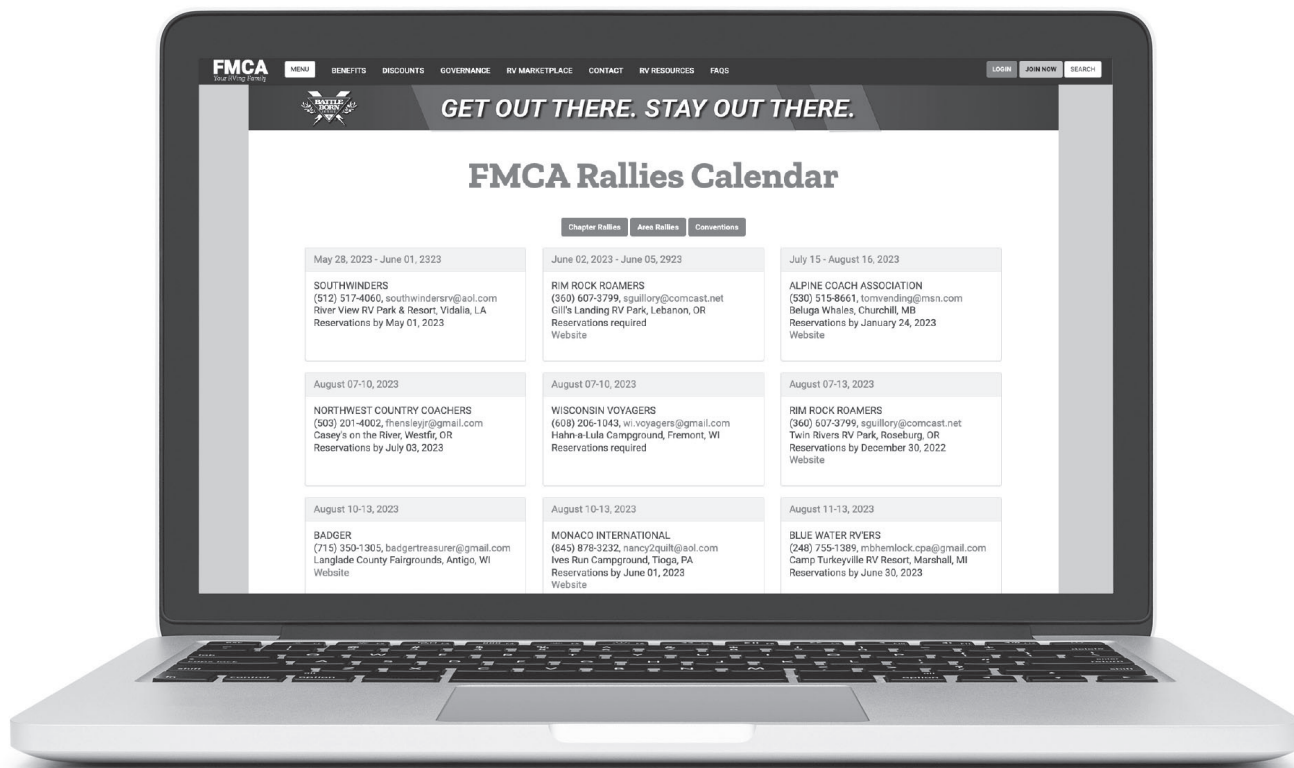
Hobbies/interest areas that have FMCA chapters.

- | | |
|---|--|
| <input type="checkbox"/> 4-Wheeling | <input type="checkbox"/> Games |
| <input type="checkbox"/> FMCA activities surrounding events | <input type="checkbox"/> Golfers |
| <input type="checkbox"/> Amateur Radio Communications | <input type="checkbox"/> Hobby/Crafts |
| <input type="checkbox"/> Atheists | <input type="checkbox"/> Jewish |
| <input type="checkbox"/> Bicycles | <input type="checkbox"/> Mah Jongg |
| <input type="checkbox"/> Bus Conversions | <input type="checkbox"/> Membership Parks/Resort Camping |
| <input type="checkbox"/> Casinos | <input type="checkbox"/> Military Veterans |
| <input type="checkbox"/> Charity Support | <input type="checkbox"/> Motorcycles |
| <input type="checkbox"/> Christian | <input type="checkbox"/> Music Makers |
| <input type="checkbox"/> Diesel RV | <input type="checkbox"/> Racing |
| <input type="checkbox"/> Dining | <input type="checkbox"/> RV Vendors |
| <input type="checkbox"/> Elks | <input type="checkbox"/> Singles |
| <input type="checkbox"/> Fan Clubs | <input type="checkbox"/> Socializing |
| <input type="checkbox"/> Full Timing | <input type="checkbox"/> Volunteering |
| <input type="checkbox"/> French Speaking | |

RV Brands that have FMCA chapters.

- | | |
|---|---|
| <input type="checkbox"/> Airstream | <input type="checkbox"/> Miscellaneous Brands |
| <input type="checkbox"/> Alfa | <input type="checkbox"/> Monaco |
| <input type="checkbox"/> Alpine | <input type="checkbox"/> National |
| <input type="checkbox"/> American Coach | <input type="checkbox"/> Newmar |
| <input type="checkbox"/> Apollo | <input type="checkbox"/> Pace Arrow |
| <input type="checkbox"/> Avco | <input type="checkbox"/> Prevost |
| <input type="checkbox"/> Beaver | <input type="checkbox"/> Revcon |
| <input type="checkbox"/> Blue Bird | <input type="checkbox"/> Rexhall |
| <input type="checkbox"/> Bounder | <input type="checkbox"/> Roadtrek |
| <input type="checkbox"/> Coach House | <input type="checkbox"/> Royale |
| <input type="checkbox"/> Country Coach | <input type="checkbox"/> Safari |
| <input type="checkbox"/> Discovery | <input type="checkbox"/> Spartan Chassis |
| <input type="checkbox"/> Entegra | <input type="checkbox"/> Thor |
| <input type="checkbox"/> FMC | <input type="checkbox"/> Tiffin |
| <input type="checkbox"/> Foretravel | <input type="checkbox"/> Vogue |
| <input type="checkbox"/> GMC | <input type="checkbox"/> Workhorse Chassis |
| <input type="checkbox"/> Mandalay | |
| <input type="checkbox"/> Marathon | |

Online Rally Calendar



Upcoming Area Rallies

We encourage you to keep us informed of your chapter's activities. The rallies listed are open to all members. FMCA members who do not belong to the sponsoring or a participating chapter, or any chapter, are welcome. Anyone with an RV who is not an FMCA member is also welcome. Please note that some of these rallies may have restricted membership requirements (see *RESERVATIONS REQUIRED for those applicable).

Online Form at www.fmca.com/rallyform

Are you a chapter representative who wishes to submit rally info?

The easiest way to submit rally information is to complete the online form at www.fmca.com/rallyform. You may also send rally info by postal mail to FMCA, 8291 Clough Pike, Cincinnati, OH 45244.

“

You'll learn oodles about full timing if you join a chapter.

— **SALLY AYRES, F350906**

A huge thank you to Robert and Rita Landrum, F413023, FMCA Pinch Hitters and Red River Rovers chapter members for helping return our motorhome to storage. I suffered an ankle injury while doing maintenance on my motorhome and could not drive. Robert and Rita graciously answered our request for help to get the motorhome back to storage. Robert even gave me a lesson in the 3-point turn to get the motorhome into its space. FMCA members are the best!

— **MIKE & NANCY HONKOMP, F429915**

FMCA is absolutely amazing. We are moving from Colorado to Texas and seeking a new chapter to join. We have already had two calls from chapter presidents. They were both hugely helpful and a delight to talk with.

— **BILL MEYERS**

”

FMCA

Your RVing Family



8291 Clough Pike
Cincinnati, OH 45244-2796
800-543-3622 tel
or 513-474-3622
513-474-2332 fax

www.fmca.com